

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders

Order / Rev: **710566**
 Alt Order #: **6300590**
 Product Desc: **PRIORITIES USA ACT**
 Estimate: **1562**
 Flight Dates: **09/25/12 - 10/01/12**
 Original Date / Rev: **09/04/12 / 09/04/12**
 Order Type: **Political**

WTLV-TV

Primary AE: **Jim Quinn**
 Sales Office: **T-PHI**
 Sales Region: **NAT**

Agency

Name: **Mundy Katowitz Media/ POL**
 Buying Contact: _____
 Billing Contact: _____
 1322 G Street SE
 Washington, DC 20003

Billing Type: **Cash**
 Billing Calendar: **Broadcast**
 Billing Cycle: **EOM/EOC**
 Agency Commission: **15%**

Advertiser

Name: **Priorities USA Action**
 Demographic: **A35+**
 Product Codes: **IS-Candidate/Presidential**
 Priority: **P-3**
 Revenue Codes: **AGY, GEN, POL**

New Business Thru: _____
 Order Separation: **00:15:00**
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	30	\$8,060.00	\$6,851.00
10/01/12	10/01/12	6	\$2,300.00	\$1,955.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	30	\$8,060.00	\$6,851.00	0.00
October 2012	6	\$2,300.00	\$1,955.00	0.00
Totals	36	\$10,360.00	\$8,806.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WTLV-TV	22%	\$10,360.00
Market	100%	\$47,090.91

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WAWS	17%	\$8,005.45
WCWJ	2%	\$941.82
WJXT	23%	\$10,830.91
WJXX	10%	\$4,709.09
WTEV	26%	\$12,243.64

mg 26-37

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	09/28/12	09/28/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	----F--	:30	1	\$110.00	P-3	0.00	NM	1	\$110.00
EXTRA R<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1				\$110.00		0.00			
2	WTLV	09/28/12	09/28/12	Last Call Last Call	CM	136x-205x	----F--	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
C-DALY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	----F--		1				\$30.00		0.00			
3	WTLV	09/28/12	09/28/12	M-F 5-6a M-F 5-6am	CM	5a-6a	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00

Advertiser:	Priorities USA Action
Product Desc:	PRIORITIES USA ACT
Estimate:	1562

Estimate: 1562

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	----F--	1		\$250.00	0.00							
4	WTLV	09/28/12	09/28/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	----F--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
FIRST CST-5:30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	----F--	1		\$400.00	0.00							
5	WTLV	09/28/12	09/28/12	Today Show M-F 7-9am	CM	7a-9a	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
TODAY SHW<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	----F--	1		\$500.00	0.00							
6	WTLV	09/28/12	09/28/12	Today Show II M-F 9-10am	CM	9a-10a	----F--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	----F--	1		\$250.00	0.00							
7	WTLV	10/01/12	10/01/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	M-----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
DAYS-OUR LIVES<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	M-----	1		\$150.00	0.00							
8	WTLV	10/01/12	10/01/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	M-----	1		\$250.00	0.00							
9	WTLV	10/01/12	10/01/12	M-F 5-6a M-F 5-6am	CM	5a-6a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
GDMORNJKSNRSE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	M-----	1		\$250.00	0.00							
10	WTLV	10/01/12	10/01/12	M-F 6-7a M-F 6-7am	CM	6a-7a	M-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
GDMRN JCKSNVLL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	M-----	1		\$600.00	0.00							
11	WTLV	10/01/12	10/01/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
JEOPARDY<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	M-----	1		\$800.00	0.00							
12	WTLV	10/01/12	10/01/12	Today Show II M-F 9-10am	CM	9a-10a	M-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		10/01/12	10/07/12	M-----	1		\$250.00	0.00							
13	WTLV	09/29/12	09/29/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
WHEEL-FORTNE W															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-----S-	1		\$250.00	0.00							
N 14	WTLV	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$300.00	P-3	0.00	NM	0	\$0.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>							
Week:		09/24/12	09/30/12	-----S-	1		\$300.00	0.00							
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	WTLV	09/24/12-09/30/12		SAT TDY		7a-8a	-----Sa--	:30		(\$300.00)	0.00	NM			
Credited															

Order / Rev: 710566
 Alt Order #: 6300590
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1562

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
15	WTLV	09/30/12	09/30/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
FIRST CST NW@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$300.00		0.00			
16	WTLV	09/27/12	09/27/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$250.00		0.00			
17	WTLV	09/27/12	09/27/12	Tonight Show Tonight Show	CM	1135p-1237a	---T---	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$250.00		0.00			
18	WTLV	09/27/12	09/27/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	---T---	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$80.00		0.00			
19	WTLV	09/27/12	09/27/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	---T---	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
FIRST CST-NOON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$200.00		0.00			
20	WTLV	09/27/12	09/27/12	M-F 4-5p Ellen	CM	M-F 4p-5p	---T---	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$175.00		0.00			
21	WTLV	09/27/12	09/27/12	M-F 6-7a M-F 6-7am	CM	6a-7a	---T---	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00
GDMRN JCKSNVLL<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$600.00		0.00			
22	WTLV	09/27/12	09/27/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	---T---	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
WHEEL-FORTNE<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$700.00		0.00			
23	WTLV	09/25/12	09/25/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	-T-----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
TODAY SHW3-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$250.00		0.00			
24	WTLV	09/25/12	09/25/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	-T-----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
FIRST COAST LVNG															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$80.00		0.00			
25	WTLV	09/25/12	09/25/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
FIRST CST-NOON<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$200.00		0.00			
26	WTLV	09/25/12	09/25/12	M-F 4-5p Ellen	CM	M-F 4p-5p	-T-----	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-T-----					1	\$175.00		0.00			
27	WTLV	09/25/12	09/25/12		CM	6a-7a	-T-----	:30	1	\$600.00	P-3	0.00	NM	1	\$600.00

Order / Rev: 710566
 Alt Order #: 6300590
 Flight Dates: 09/25/12 - 10/01/12

Advertiser: Priorities USA Action
 Product Desc: PRIORITIES USA ACT
 Estimate: 1562

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 6-7a M-F 6-7am											
				GDMRN JCKSNVLL<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$600.00		0.00						
28	WTLV	09/25/12	09/25/12	Today Show M-F 7-9am	CM	7a-9a	-T-----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-T-----	1		\$500.00		0.00						
29	WTLV	09/26/12	09/26/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	--W----	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				DAYS-OUR LIVES<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$150.00		0.00						
30	WTLV	09/26/12	09/26/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
				FIRST COAST LVNG											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$80.00		0.00						
31	WTLV	09/26/12	09/26/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	--W----	:30	1	\$80.00	P-3	0.00	NM	1	\$80.00
				J FALLON-NBC<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$80.00		0.00						
32	WTLV	09/26/12	09/26/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	--W----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				FIRST CST NW@5<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$300.00		0.00						
33	WTLV	09/26/12	09/26/12	M-F 5-6a M-F 5-6am	CM	5a-6a	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				GDMORNJKSNRSE<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$250.00		0.00						
34	WTLV	09/26/12	09/26/12	Today Show M-F 7-9am	CM	7a-9a	--W----	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
				TODAY SHW<											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$500.00		0.00						
35	WTLV	09/26/12	09/26/12	Today Show II M-F 9-10am	CM	9a-10a	--W----	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
				TODAY SHW2-NBC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	--W----	1		\$250.00		0.00						
N36	WTLV	09/25/12	10/01/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	-TWTF--	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	-TWTF--	1		\$250.00		0.00						
N37	WTLV	09/25/12	09/28/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	-TWTF--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	-TWTF--	1		\$50.00		0.00						
													Totals	36	\$10,360.00